

Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: John Weis
Kim Walesh

SUBJECT: 1st ACT Small Wonders Workplan/Year 3
Improving Downtown

DATE: October 13, 2009

Approved

Date

10/14/09

RECOMMENDATION

Approval of a Year 3 Workplan for the City and Redevelopment Agency to advance the "small wonders" component of the Downtown Vision promoted by 1st ACT.

OUTCOME

The desired outcome of the Committee meeting is review and approval of the Workplan, which will be brought forward to Council for approval. Implementation of this Workplan will result in a more vibrant and interesting Downtown, through Agency, City and philanthropic investment.

BACKGROUND

1st ACT Silicon Valley is a network of business, civic, and cultural leaders whose mission is to inspire leadership, participation, and investment at the intersection of Arts, Creativity, and Technology. Building on extensive planning documents produced by the Redevelopment Agency and the City, 1st ACT released a compelling vision depicting Downtown San Jose as "Silicon Valley's City Center." The vision emphasizes the importance of both "Big Deals" and "Small Wonders" in successful Downtowns. Big Deals are significant development projects that anchor the Downtown Core, and draw people initially to the location. Small Wonders are the smaller-scale places, attractive gathering spaces, and lively street life "fill in" between the big deals that keep people returning to Downtown as a special place.

In his adopted June 2007 budget message, the Mayor stated that:

1st ACT has developed a great vision for a vibrant, creative Downtown that encourages iconic public art, outdoor meeting spaces, a wireless network, boutiques, cafes, clean streets, colorful signs and street vendors. The City Manager and Executive Director are directed to

bring the Small Wonders work plan for approval no later than August 31, 2007. The work plan should highlight city policy/ordinance changes requiring revision and implications for the SJRA 2007-2008 budget.

The attached work plan identifies progress made in implementing the FY08-09 Small Wonders work plan, and identifies priorities for FY09-10.

ANALYSIS

The attached Workplan identifies 25 projects that were established to improve the sidewalk-level environment and public realm in downtown San Jose within the initial 12-18 months of this program. Most of the individual projects are complete; however budgetary constraints and the lagging local economy will continue to slow progress. The Redevelopment Agency's budget remains in flux and is presently scheduled for release on October 26, 2009, with adoption later in December.

The attached Workplan highlights Year 2 Progress, the Year 3 Plan, and the funding source for each project. The Workplan also identifies key community partners.

Achieving Downtown's potential will require the involvement not just of the Redevelopment Agency, but of the City Attorney's Office and many City Departments including Police, Fire, Transportation, Public Works, Cultural Affairs, Economic Development, all coordinated by the City Manager's Office. It is essential that all staff understand the vision for where Downtown is heading, and work to align projects, practices, and mindsets in this direction.

EVALUATION AND FOLLOW-UP

Based on the successful completion of the physical improvements and the limited funds available, it is recommended that much of the Workplan be acknowledged as complete and no longer reportable while focus remains on outstanding issues, such as the re-tenanting of vacant buildings.

PUBLIC OUTREACH/INTEREST

1st ACT shared it's vision with nearly 80 different groups, inviting 2,000+ people to join in achieving Downtown San Jose's potential as a regional asset. As the Year 3 work plan is implemented, specific outreach efforts will be tailored to individual elements of the work plan.

COORDINATION

This report has been coordinated with the Office of Cultural Affairs, Department of Transportation, Planning and the IT Department.

POLICY ALIGNMENT

This action furthers the implementation of the Downtown 2000 Plan and the Economic Development Strategy (Initiative #4: Evolve and Position Downtown as a Unique Creative and Cultural Center of Silicon Valley).


COST SUMMARY/IMPLICATIONS

The work plan indicates the sources of funding for each small wonders item.

CEQA

Exempt.


JOHN WEIS
Assistant Executive Director


KIM WALESH
Chief Strategist

For questions please contact Lee Wilcox, Downtown Coordinator, at 408-535-8172.

"Small Wonders" Workplan: Year 3 UPDATE

**A Partnership of the City of San Jose/SJRA and 1stACT Silicon Valley to
Accelerate Progress in Downtown San Jose as "Silicon Valley's City Center"**

Small Wonders Project	Team (Lead/Others)	Progress Since September 2008, Next Steps	09-10 Funding Source
ARTS AND ENTERTAINMENT			
1. Adopt Downtown Public Art Plan.	OCA, SJRA, CAO, OED (Barbara Goldstein/Jennifer Easton, Barbara Jordan, Tom Murtha, John Weis, Bill Ekern, Dennis Korabiak, Bob Ruff, Kim Walesh)	<p><u>Year 2 Update:</u> Downtown Public Art Focus Plan was approved by Council on September 9, 2008. The Public Art Program has developed a Five-Year work plan that includes several projects described in the Downtown Public Art Focus Plan, including the San Jose Climate Clock, Diridon Station Expansion, and Circle of Palms.</p> <p><u>Year 3 Update:</u> Complete.</p>	Funding for future artwork Downtown comes from a variety of sources: City/SJRA "% for art" on public construction, negotiated contributions from SJRA-assisted private development, private/philanthropic contributions and sponsorships.
2. Implement Downtown Public Art Plan , including changing and iconic artwork.	<p>OCA, SJRA, OED, CAO (Barbara Goldstein/Jennifer Easton, Barbara Jordan, Bob Ruff, Walter Rask, Tom Murtha)</p> <p>Partners: 1stACT, SJSU, Montalvo, VTA, Downtown Association</p>	<p><u>Year 2 Update:</u> Climate Clock webinars have been hosted with the three artist team-finalists. Diridon Station has been designated as the site for this project. Artist teams will come to San Jose the last week of January to participate in a week-long study period including a design charrette with Diridon Station land use planners. Artists will then develop more site specific proposals for presentation during September 16, 2010 01SJ symposium. Design residencies will begin in FY 10-11 at Montalvo/SJSU with SJRA and City involvement.</p> <p><u>Year 3 Update:</u> OCA continues to work with the City Attorney and 1stACT Silicon Valley to develop guidelines and initiate changing artworks program Downtown. A series of OCA-commissioned projects will be initiated in June – November 2010 in time for installation for 01SJ in September 2010. These artworks will all be installed on San Fernando Street, between Diridon Station and SJSU. In addition, two murals have been complete in SoFA with OCA technical involvement. A third "mural" project will be installed in SoFA on the parking lot columns under I-280.</p>	Funding for future artwork Downtown comes from variety of sources: City/SJRA "% for art" on public construction, negotiated contributions from SJRA-assisted private development, private/philanthropic contributions and sponsorships.

3. Upgrade Cultural Venues	SJRA (Bill Ekern, Tom Murtha)	<u>Year 3 Update:</u> <ul style="list-style-type: none"> CPA - Sound system upgrade, Phase I improvements, which address seating and accessibility, and schematic design of new CPA marquee all complete. Further Phases on hold. Children's Discovery Museum - project on hold. Civic Auditorium and Montgomery Theatre improvements (boiler replacement, audiovisual sound system, restrooms, partial ADA compliance upgrades, portable and permanent audience seating, new elevator, structural upgrades and new concessions.) 	Up to \$13 million being spent on construction of improvements by SJRA for Civic Auditorium and Montgomery Theatre improvements
4. Address facilities for Taiko, MACLA and SJ Stage.	SJRA/OCA, OED, John Weis, Tom Murtha, Kim Walesh, Lawrence Thoo	<u>Year 3 Update:</u> <ul style="list-style-type: none"> San Jose Stage - 490 South First Street, facility upgrades to the electrical system, the roof, the HVAC and new doors are complete. San Jose Taiko moved to temporary facility on Autumn Street. MACLA - 500 South First Street, on hold. 	
5. Activate vacant or underutilized spaces for arts and culture activities.	SJRA/OCA, OED (Hope Shapiro/Bill Ekern, Kim Walesh, Barbara Goldstein, Evet Loewen, Jennifer Pousho) Partners: 1stACT	<u>Year 2 Update:</u> Conducted SoFA district assessment of opportunity properties that are underutilized or vacant. Established marketing profiles and estimated investments necessary to raise levels of marketability for each parcel. Developed specific strategies to achieve 2009 goal of recruiting at least 3 new key tenants into SoFA. <u>Year 3 Update:</u> Ongoing.	
6. Sustain and scale ZERO1 "art on the edge" strategic initiative	OED/OCA, SJRA (Kim Walesh/Paul Krutko, Barbara Goldstein, Kerry Adams-Hapner, Tammy Turnipseed, Barbara Jordan) Partners: 1stACT	<u>Year 2 Update:</u> Will host second SubZero Streetfair in SoFA June 5, 2009. Developing program plan for September 2010 biennial. Encourage other 'art and technology programming' between biennials. ZERO1 organization relocating to Downtown San Jose. <u>Year 3 Update:</u> Complete.	Goal is repeat of \$250,000 "visionary level" San Jose sponsorship over two years to incent private and OCA each committed philanthropic support. 1stACT will continue to support ZERO1.
7. Plan and implement City Hall/Rotunda Lighting Program	OCA/GSA (Mary Rubin/ Barbara Goldstein, Connie Bowles, Matt Morley, Jennifer Pousho, Barbara Jordan)	<u>Year 2 Update:</u> Initiate and mockup pilot projects for architectural lighting. Plan for fourth major artistic lighting for 2010 01SJ Biennial. <u>Year 3 Update:</u> Complete.	' No City or SJRA funding in FY 09-10; City may offer in-kind support or relief from cost recovery requirements.

SHOPPING AND DINING			
8. Implement new Downtown Street Vendor Program	<p>SJRA/OED, PD, CAO, OCA (Emily Wilcox, Leslie Parks, Kim Walesh, Lee Wilcox, Tammy Turnipseed, Tony Ciaburro, Angelique Nedrow, Sandra Lee)</p> <p>Partners: 1stACT</p>	<p><u>Year 2 Update:</u> Ordinance has been developed to respond to Council policy direction provided April 2008. City Council is scheduled to hear this item on April 14th. If passed the Ordinance will posted for comment. Timeline will allow for street vendors to apply for Summer 2009.</p> <p><u>Year 3 Update:</u> Ordinance completed and accepted by City Council on 4/28/09. At Council's direction additional outreach into the community was done before the regulations became final. Regulations were finalized in October 2009. Downtown street vendors can now apply under the new ordinance.</p>	<p>Agency "Project Expeditor" available to assist businesses through the permit process.</p> <p>SoFA Demonstration Project will encourage street vendors in SoFA.</p>
9. Encourage more sidewalk cafés in public realm.	<p>PBCE/CAO, OED, PD, SJRA (Kim Walesh/, Darryl Boyd, Lee Wilcox, Eddie Garcia, Bill Ekern, Emily Wilcox, Renee Gurza)</p>	<p><u>Year 2 Update:</u> Council adopted ordinance changes in April 2008 to encourage restaurants, cafes, and retail establishment to offer sidewalk service and provide stricter revocation provisions. Since the ordinance change, 13 new Sidewalk Café Permits were issued and another four are pending. The Redevelopment Agency is currently working with at least five other businesses to submit applications for sidewalk cafes to the Planning Department.</p> <p><u>Year 3 Update:</u> Complete.</p>	<p>Some continued subsidy of sidewalk café permit fee through 09-10 SJRA budget. Agency "Project Expeditor" available to assist businesses through the permit process.</p> <p>1st ACT "Matching Investment Fund" available for quality street café furniture in SoFA District.</p>
10. Attract commercial tenants to available spaces in SoFA.	<p>SJRA (Christine Velasquez)</p> <p>Partners: 1stACT, SoFA Committee</p>	<p><u>Year 2 Update:</u> 1st ACT and SoFA Committee to reach out to existing landlords and potential tenants to encourage interest in locating in SoFA. Agency Retail staff available to provide guidance and expertise.</p> <p><u>Year 3 Update:</u> Ongoing.</p>	<p>Staff/volunteer time</p>

PUBLIC REALM			
11. Revise Sign Code Ordinance Downtown to encourage advertising, corporate signage, digital signs, and media art	CAO-PBCE/OED, SJRA (Joe Horwedel/ Renee Gurza, Carol Hamilton, Laurel Prevetti, Kim Walesh, Barbara Goldstein, Bill Ekern)	<p><u>Year 2 Update:</u> Public outreach for the Sign Code Update began on March 25 and 26, 2009 with three focus group meetings and two community meetings that focused on the issues that should be addressed in the Update. Focus group and community meetings scheduled for April will utilize visual preference materials to gain additional community input regarding specific signage types and issues. An additional round of meetings in May will seek input on alternative signage strategies. Staff anticipates bringing forward a recommended Sign Code Update strategy to the City Council in September of 2009.</p> <p><u>Year 3 Update:</u> Staff review is nearly complete.</p>	
12. Change Newsrack Ordinance in order to aggregate newsracks and improve appearance.	SJRA/CAO, Planning, DOT, PW (Steve Parker, Patty Deignan, Jim Ortbal)	<p><u>Year 2 Update:</u> 1st ACT and City/SJRA staff are working with the local newspaper vendors to pilot a solution in SoFA in year 2 that will integrate well with our street furniture investments.</p> <p><u>Year 3 Update:</u> On hold.</p>	No budget implications; currently the publishers plan to fund the effort
13. Execute SoFA Activation Project, including physical improvements, programming/activation plan, and retail strategy.	SJRA/DOT, PW, OCA, CAO (Bill Ekern/Tim Bell, Hope Shapiro, Primo De Guzman, Manuel Pineda, Barbara Goldstein, Jennifer Easton, Barbara Jordan) Partners: 1stACT, SJDA, SoFA Stakeholders	<p><u>Year 2 Update:</u> Bid, award, and complete construction of Demonstration Project in block between San Salvador and San Carlos. Parque de los Pobladores improvements and the streetscape upgrade at 500 South First St. have been postponed indefinitely. Year 1 of SoFA programming/activation plan is complete. 1stACT will begin process of developing funding and projects for future years. Projects include potential gateways, activation of spaces such as at the California Theatre Courtyard, and increased street events.</p> <p><u>Year 3 Update:</u> Installation of the extended sidewalks and planters is complete. The SoFA activation project has been nominated for a California Redevelopment Agency award.</p> <p>When funding is available, next steps include a streetprint project in the crosswalks at the corner of 1st Street and San Salvador and continued activation activities.</p>	<p>Continued funding for the SoFA Activation Project is on hold with further direction expected as part of the next Agency budget (December 09).</p> <p>Funding for Parque de los Pobladores is on hold.</p> <p>1stACT "Matching Investment Fund" available for activation projects. Funds to be matched by SoFA owners/retailers.</p> <p>Programming and activation funding to be determined from private and public sources.</p>

14. Install new Directional Signage Downtown	SJRA/DoT Bill Ekern/Abi Maghamfar, Bob Ruff, Steve Parker, Walter Rask, Paul Asper, Jim Helmer, Renee Gurza, Tom Murtha)	<p><u>Year 2 Update:</u> Begin installation of signage. Staff anticipates this project to begin in FY 2009-10. Pedestrian orientation signage, as approved in the downtown signage master plan.</p> <p><u>Year 3 Update:</u> On hold.</p>	
15. Redo San Carlos Streetscape for improved pedestrian experience.	SJRA/DOT (Bill Ekern/Bob Ruff, Jim Helmer, Manuel Pineda, Angelique Nedrow, Tom Murtha)	<p><u>Year 2 Update:</u> Design groups are engaged and proceeding with developing plans for the street between Market Street and San Jose State University. Improvements will focus on the south side of San Carlos Street. Design of improvements between Market Street and Almaden Boulevard will be coordinated with plans for the Convention Center expansion and support linkages between the Convention Center and the Civic Auditorium.</p> <p><u>Year 3 Update:</u> Survey of existing conditions from 4th Street to Almaden Blvd. complete. Preliminary schematic designs complete. Construction documents on hold.</p>	Agency and DOT applying for VTA grant for the southern blocks between Second and Fourth Streets.
16. Continue installation of pedestrian-friendly lighting along Transit Mall, Market and San Fernando Streets.	SJRA/DPW (Bill Ekern/Greg Jobe, Tom Murtha)	<u>Year 3 Update:</u> Project is on hold while staff evaluates viability of LED lighting systems for pedestrian lighting in the downtown.	
17. Re-design Rep Plaza as a more activated gathering/performance space	SJRA with 1 st ACT (Bill Ekern, Tom Murtha)	<u>Year 3 Update:</u> This project is under discussion between the developers of Block 3, the Repertory Theatre, and the Redevelopment Agency.	1 st ACT/private contributions. Some costs for rework anticipated to be born by Phase II of CIM high-rise project.
18. Reconceptualize Circle of Palms for more continuous activation, including outdoor cafes, vendors, events, ice rink, art	SJRA (Bill Ekern, Steve Parker, Walter Rask, Tom Murtha)	<p><u>Year 2 Update:</u> Schematic design of permanent ice rink is complete. Construction Documents are on hold. Funding for construction of a permanent ice rink is shown in the Agency's FY 2009-10 Capital Budget.</p> <p><u>Year 3 Update:</u> Circle of Palms lighting project complete. All other aspects are on hold. The San Jose Museum of Art is interested in having a sculpture garden in the area.</p>	

19. Develop a Festival Site in the Downtown.	SJRA/OCA, PRNS (Bill Ekern/Tammy Turnipseed, Albert Balagso, Tom Murtha)	<p><u>Year 2 Update:</u> Inquiries in late fall of 2008 requesting data as to what type of amenities are needed for the Festival Site; no other follow-up has been provided. Staff completed analysis of the Arena Green site, but acquisition costs and general site constraints make this an unlikely site for this project. No other sites are currently under review.</p> <p><u>Year 3 Update:</u> No longer a project.</p>	
20. Change Retail Area Identification Banner Program to allow for non-event related banners Downtown	CMO/SJRA/OCA, CAO (Ed Shikada/Irene Ray, Joe Horwedel, Tammy Turnipseed, Richard Keit, Hope Shapiro, Barbara Jordan, Renee Gurza)	<p><u>Year 2 Update:</u> Community outreach was completed in March 2009. Comments/feedback will be reviewed and guidelines finalized for City Council in May 2009.</p> <p><u>Year 3 Update:</u> Currently under review by staff.</p>	
WORK ENVIRONMENT			
21. Revitalize and promote free outdoor Downtown Wireless Network.	IT/SJRA, OED (Vijay Sammeta, Kim Walesh, Brian Doyle)	<p><u>Year 2 Update:</u> The City has entered into an agreement with a maintenance vendor for the system. Staff will be rebranding the service developing a splash page in conjunction with the SJDA to promote the Downtown.</p> <p><u>Year 3 Update:</u> Complete.</p>	
22. Sustain Building Use Intensification Program to address systemic obstacles to re-using old buildings (e.g., SoFA Lounge)	Partner: SJDA SJRA/PBCE (Ed Tolentino)	Note: This program was suspended, as funding has been reallocated.	
23. Improve pedestrian experience near Adobe.	DOT/SJRA, OED (Manuel Pineda/Bill Ekern, Abi Maghamfar, Kim Walesh, Lee Wilcox)	<p><u>Year 2 Update:</u> Adobe is interested in improving the pedestrian experience near it's buildings, including potential transition of the third Park Avenue lane to on-street parking and a passenger drop-off area (especially during non-peak hours), and potential location of vendors near the building.</p> <p>**Park Center Redevelopment Plan (expires 12/31/11) would need to be amended to remove the current on-street parking prohibition.</p> <p><u>Year 3 Update:</u> Project on hold.</p>	

URBAN LIVING			
24. Transform SJDA website into comprehensive portal for Downtown messaging and information	<p>SJRA/ Downtown Assn, OED (Hope Shapiro, Steven Brewster, Kim Walesh, Tom Murtha)</p> <p>Partner: SJDA</p>	<p><u>Year 3 Update:</u> Complete. Portal successfully launched in May 2008 www.sjdowntown.com</p> <p>Staff is currently working to improve the business directory, Downtown Living campaign and calendar. Link to free Downtown Wi-Fi Network. Drive more users to the site.</p>	
25. Downtown Bicycle Demonstration Program	<p>DOT/PRNS, OED, SJRA, Planning, OCA</p> <p>(Hans Larsen, Manuel Pineda, John Brazil, Yves Zutty, Kim Walesh, Bill Ekern, Dhez Woodworth, Tammy Turnipseed, Michael Brilliot, Angelique Nedrow)</p>	<p><u>Year 2 Update:</u> Meetings were conducted in September and October 2008, and January 2009. One item presented was the goal to provide "Special Event" valet bike parking for specific events. Specific bike parking areas were promoted and coordinated in conjunction with the Event Promoters for the Amgen Tour of California and the San Jose Cycling Classic. Event Promoter support for this program is essential for a successful program and since both of these events were "bike" events, it was easy to integrate bike parking into the event footprint. The possibility of including valet bike parking at larger public events continues to be explored.</p> <p><u>Year 3 Update:</u> Complete.</p>	